HARD WORK PAYS OFF

Joining the BDS movement and successfully boycotting all brands tied to Israel's apartheid regime is no easy feat. This is especially true when you factor in mega corporations (like Nestle) that own over 8,000 different brands. Nonetheless your efforts as an individual and consumer are not in vain. I know how hard it is sometimes impossible to effectively boycott every harmful brand, but just do your best and make your own assessments. Targeted Boycotts work, and we've repeatedly seen their impact on the world around us.

Since October 7th, 2023 some notable successes and impacts of the BDS movement are:

Starbucks, McDonalds, and Disney stocks have dropped, causing some locations (for Starbucks and McDonalds) to shut down.
American cities divest from Israel.
Scotiabank cuts shares in Elbit Systems by half.
Elbit-owned company in Massachusetts shuts its doors.
North American trade unions divest from Israel.
Canadian, Irish, and American universities divest from Israel.

Learn more about the succes of the BDS movement:

http://visualizingpalestine.org/collective-action-timeline/

https://www.analystnews.org/posts/divest-israel-bds-movements-biggest-wins-since-oct-7